

**BROKEN ARROW CONVENTION AND VISITORS' BUREAU
REGULAR MEETING MINUTES
March 12, 2007**

The Broken Arrow Convention and Visitors' Bureau met in regular session in the City Hall Conference Room, on Monday, March 12, 2007 at 3:00 pm.

1. Call to Order

Chairwoman Patsy Terry called the meeting to order at 3:00 pm.

2. Roll call

Convention and Visitors' Bureau Board

Present:	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman entered the meeting at the noted time of 3:02 pm, Russell Parker entered the meeting at the noted time of 3:05 pm.
Absent:	Tricia Gilmore

City Staff

Present:	Lori Hill, Anne Mize, Keith Sterling
Absent:	

Guests

	Sandy Montgomery
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3. General CVB Business

a. Approval of minutes of the regular meeting of February 12, 2007

Motion:	Move to approve minutes
Motion by:	Kate Buster
Second:	LaTonya Cundiff
Ayes:	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
Nays:	None

b. Consideration and possible discussion of FYTD Grant Requests, including presentation by Broken Arrow Arts and Humanities Council

Lori Hill introduced Sandy Montgomery with the Broken Arrow Arts and Humanities Council.

Ms. Montgomery presented a request for funding for the “Tuesdays in the Parks” program. Ms Montgomery provided a brief history of the program and the need for funding. This year will mark the 10th anniversary of the program.

c. Consideration, discussion and possible approval of funding for City Branding Project

Lori Hill introduced the item. Ms. Hill stated the CVB has approximately \$75,000 in reserve. A request has been made for the CVB to fund \$36,000 for the City Branding Project.

Keith Sterling, Director of Communications, provided background on the selection process, steering committee, logo and design development, and marketing plan.

Motion:	Motion to approve funding for City Branding Project of \$36,000
Motion by:	Jo Ellen Clow
Second:	Russell Parker
Ayes:	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
Nays:	None

d. Consideration, discussion and possible approval of hotel tracking software purchase

Lori Hill made suggestion to postpone this item until research could be done in-house.

Motion:	Motion to postpone until CVB May meeting
Motion by:	LaTonya Cundiff
Second:	Kate Buster
Ayes:	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
Nays:	None

e. Consideration, discussion and possible approval of Bass Pro Advertising

Lori Hill introduced the item and provided a brief background on the advertising specifications. Discussion followed regarding the City’s current contract with Bass Pro.

Motion:	Motion to postpone until CVB May meeting
Motion by:	Jeff Hartman
Second:	Kate Buster
Ayes:	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
Nays:	None

f. Consideration, discussion and possible approval of Oklahoma Society of Association Executives Membership

Lori Hill introduced the item. Ms. Hill explained the benefits of membership.

Motion:	Motion to approve membership in Oklahoma Society of Association Executives
Motion by:	Russell Parker
Second:	LaTonya Cundiff
Ayes:	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
Nays:	None

g. Consideration, discussion and possible selection of most advantageous tourism advertising opportunities

Lori Hill introduced the item. Discussion was held regarding advertising in the Community Spirit magazine. Follow-up from February meeting.

Motion:	Motion to approve advertising of a full page ad in the Community Spirit magazine. April “travel” issue
Motion by:	Patsy Terry
Second:	Jo Ellen Clow
Ayes:	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
Nays:	None

Audio equipment failed at the noted time of 3:48 pm. The following is a summary of notes from Tourism Director Lori Hill.

4. Tourism Director’s Report including updates on the following:

a. Year to Date Fiscal Budget

Motion:	Motion to accept Year to Date Fiscal Budget
Motion by:	Kate Buster
Second:	Jo Ellen Clow
Ayes:	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
Nays:	None

b. Updated Hotel/Motel Tax Receipts

Motion:	Motion to accept Updated Hotel/Motel Tax Receipts
Motion by:	Russell Parker
Second:	Kate Buster
Ayes:	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
Nays:	None

5. Remarks and inquiries from CVB members

Lori Hill announced Tricia Gilmore has resigned from CVB. Ms. Hill requested CVB members bring nominations for replacement to the April meeting.

6. Adjournment

Motion:	Motion to adjourn
Motion by:	Patsy Terry
Second by:	Jo Ellen Clow
Ayes:	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
Nays:	None

The meeting adjourned at the noted time of 4:03 pm.

Signed: _____ Date: _____